

PRESS RELEASE

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Your iPad, Your Way - Belkin Introduces FlipBlade™ and Grip 360° + Stand

- ***Portable case and stand solutions celebrate the multifunctional use of the iPad***
- ***Belkin's stands and cases maximise portability, allowing you to stay always connected and mobile***

(Rushden, UK) – 3 November, 2010 – Belkin, the recognised leader in connecting people and technology, has today announced the launch of the **Grip 360° + Stand** and **FlipBlade™**— portable solutions that celebrate the multifunctional use of the iPad. With the new Belkin solutions, iPad devices can be manipulated into just about any position, enhancing the ability to quickly and fluidly interact with content.

The **Grip 360° + Stand** is an all-in-one solution that **transforms three ways**; a carrying case, a handheld case, and a stand. A flexible hand strap provides a comfortable way to hold your iPad in your hand while you're on the go. The hand strap allows for easy 360 degree rotation to view content at any angle, and when you're at home or work, just remove the hand strap and attach the stand to position the iPad on any flat surface for comfortable viewing. The adjustable stand provides multiple viewing angles for gaming, reading, surfing the Web, or typing.

The slim **FlipBlade™** is ultra-compact, providing solid support while boasting a sleek design. Its versatility enables you to view your iPad in either portrait or landscape orientation. It also opens easily for a quick setup, maximising your ability to use your iPad in a variety of ways and locations.

As an inherently portable platform, iPad users are interacting with content in different ways and in a variety of locations. These new Belkin solutions maximise freedom, providing many ways to experience content while allowing users to stay connected and mobile.

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Grip 360° + Stand (F8N439cw) – £49.99

- View your iPad your way with this unique all-in-one case
- Transforms from a hand-held case to a stand
- Adjustable stand allows for multiple viewing angles
- Hand strap with 360-degree rotation
- Hand strap made with flexible neoprene material to comfortably fit different-sized hands
- Adds grip-ability to your iPad

Grip 360° (F8N455cw) – £34.99

- Sleek iPad case with 360° rotation
- Hand strap with 360-degree rotation made with flexible neoprene material to comfortably fit different-sized hands
- Adds grip-ability to your iPad



FlipBlade™ (F5L080cw) – £19.99

- Prop up your iPad with a portable folding stand
- Slim, compact design
- Use iPad in landscape and portrait modes

AVAILABILITY

- **Available in Europe in November**

iPad is a trademark of Apple Inc.

Click [here](#) the full range of Belkin products for the iPad

For further information, images or samples please use the contact information above.

About Belkin

Belkin offers an extensive range of innovations designed to give computer and consumer electronics users seamless integration in their homes, cars, and on the go. Belkin, a privately held company founded in California in 1983, is the recognized global leader in connectivity solutions. Since our inception, Belkin has experienced an amazing 25 consecutive years of dramatic growth and remains committed to making significant strides in the areas of research and design.

Our diverse and far-reaching product mix includes award-winning innovations for easy-to-use networking solutions, accessories for mobile devices, such as iPod®, iPhone™, laptops, and netbooks, as well as energy conservation products.

Belkin also provides business-class solutions that include KVM switches, LCD rack consoles, racks and enclosures, in addition to a broad USB and cable product mix. Belkin has developed industry-leading innovations, prized by channel partners and end users alike for their dependability, customer service, and comprehensive warranties.